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OPERATORS' HANDBOOK: THE BEST TIPS AND HOW-TO'S

TURNER'S TURNAROUND: THE GAMBLE PAYS OFF

SHEDDING LIGHT ON SYNDEX'S BLACK HOLES

DOES CABLE HAVE A SENATE 'STOPPER'?

AN ACTION PLAN FOR TRAINING GMs

HARDWARE FOR CABLE'S NEW ERA

...Pangrac:
...Award engineer

CableVision

INFORMATION AND ANALYSIS FOR CABLE TELEVISION MANAGEMENT JUNE 19, 1989

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ABP BPA

The CABLE POLL

™Midwest CATV & CableVision Magazine

Better pictures, reliability motivating system upgrades

In rebuilding or upgrading their systems, cable operators apparently intend to please subscribers as well as corporate headquarters, according to Cable Poll™ data. In interviews that attempted to discern the motivations behind the groundswell in system upgrades, operators overwhelmingly mentioned improvements to picture quality and system reliability—issues at the heart of customer service and community relations—as well as a desire to offer new services and to increase profitability.

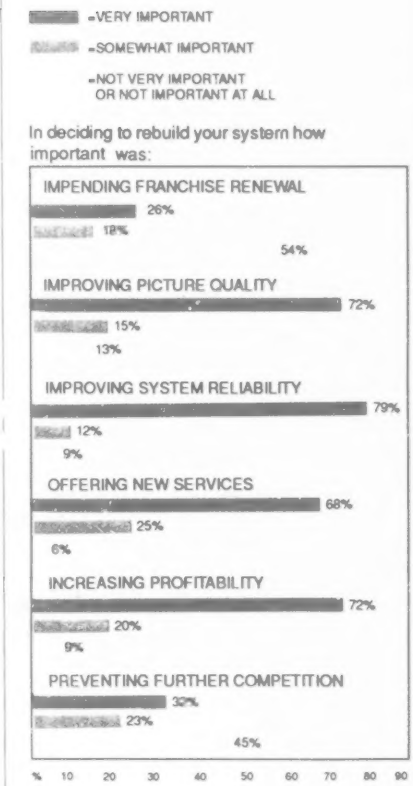
And while several factors influence a system's profitability, the primary contribution, of course, is rates. On that score 72 percent of all operators said rate increases are a part of the 1989 budget plan. Of those, 48 percent said the increase is between five and 10 percent, but increases of as much as 20 percent are planned this year at one in ten systems. The mean rate increase is 9 percent.

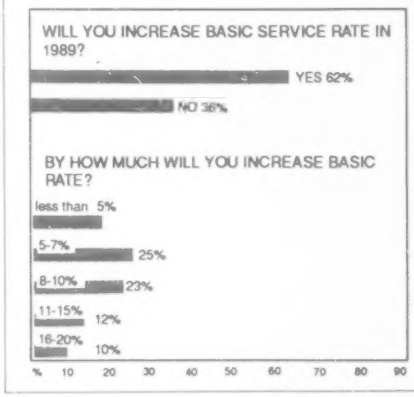
A previous Cable Poll™ (*CV* 5/8/89 p. 22) revealed that 56 percent of all systems nationwide will undergo a rebuild or upgrade in th coming year or recently have completed one. At those systems, improving system reliability was cited by 91 percent of operators as a key reason for the rebuild or upgrade; 89 percent said better picture quality was a prime motivation for the system improvement, and 93 percent placed the same value on the ability to offer new services. A desire to increase profitability was cited by 92 percent of operators as very or somewhat important.

Number 6 in a series of ten

At the other end of the scale of reasons to rebuild or upgrade are that the system's franchise is nearing renewal time, or as a means to prevent further competition. Only 44 percent of those interviewed said impending franchise renewal was a very or somewhat important motivation for the rebuild, while just 55 percent said gaining an edge on competitors was a prime consideration. However, the competitive threat is very much on the minds of operators at larger systems. Remaining competitive was cited as a significant rebuild factor at 75 percent of systems with more than 50,000 subscribers.

The Cable Poll™ is a sampling of industry opinion conducted on a regular basis by Ryan/Samples Research Inc. for Midwest CATV and *CableVision* magazine. Telephone interviews for this edition of the poll were conducted March 12-23; a total of 400 interviews were completed from a random sampling of system management personnel obtained from CableFile. Cable Poll™ researchers are 95 percent confident that the results are accurate within plus or minus 4.9 percentage points.




WILL YOU INCREASE BASIC SERVICE RATE IN 1989?
YES 62%
NO 38%
BY HOW MUCH WILL YOU INCREASE BASIC RATE?
less than 5%
5-7% 25%
8-10% 23%
11-15% 12%
16-20% 10%
% 10 20 30 40 50 60 70 80 90

What's On The Pays/June

Cinemax

New Movies

TITLE	MPAA RATING	DISTRIBUTOR
Beyond Mombrosa	NR	Columbia
Cellar Dweller	NR	Empire
Creepshow II	R	New World
18 Again	PG	New World
The Endless Summer	G	Pacific Arts
The Expendables	R	Concorde
Ghost Town	R	Empire
Going Undercover	PG-13	Miramax
Jack's Back	R	Paramount
License To Drive	PG-13	20th Century-Fox
Light Years	PG	Miramax
Morons From Outer Space	PG-13	Thron EMI
'Nam Angels	R	Concorde
Native Son	PG	Cinecom
Omar Khayyam	NR	Paramount
Phantasm II	R	Universal
The Presido	R	Paramount
Rikky & Pete	R	MGM/UA
You Can't Hurry Love	R	Vestron

Original Programming/Specials

Henry Fonda: The Man & His Movies
Max Movie Show #11

Highlights

Bagdad Cafe	PG	Island
Chris Elliott's FDR—A One-Man Show	Willow	PG
Universal		

Bagdad Cafe

The Deer Slayer	NR	Viacom
Do You Love Me?	NR	20th Century-Fox
Forever Female	NR	Paramount
Gulliver's Travels	NR	Viacom
Hansel & Gretel	G	Ent. Marketing
Hoosiers	PG	HBO
Huckleberry Finn	NR	Viacom
Ivanhoe	NR	Tri-Star
The Mysterious Stranger	NR	Fries
Peter Lundy & The Medicine Hat Stallion	NR	Viacom
The Private History Of A Campaign That Failed	NR	Fries
Peter-No-Tail	G	Viacom
The Quest	PG	Miramax
The Richest Cat In The World	NR	Disney TV
The Stone Fox	NR	Worldvision
The Stowaway	G	20th Century-Fox
Summer Magic	NR	Disney TV
The Swan	NR	MGM/UA
Young Detectives On Wheels	NR	Miramax

Original Programming/Specials

A Little Princess
Backstage At The Zoo: Zookeepers
The Making Of Honey, I Shrunk The Kids
Susan, Susan
Videopolis: StarTracks III

Highlights

Kaleidoscope Concert: Parachute Express
Looking For Miracles
Loretta Lynn & Crystal Gale: Going Home

Looking for Miracles

The Disney Channel

New Movies

TITLE	MPAA RATING	DISTRIBUTOR
Asterix & Caesar's Surprise	G	Gaumont
The Cat From Outer Space	G	Disney TV

HBO

New Movies

TITLE	MPAA RATING	DISTRIBUTOR
Arthur II On The Rocks	PG	Warner Bros.
Big Top Pee-Wee	PG	Paramount
The Drifter	R	MGM/UA
Friday The 13th: A New Beginning	R	Paramount
Hammerhead Jones	NR	Vernon

Hightide	PG-13	Hemdale
Housekeeping	PG	Columbia
It Takes Two	PG-13	MGM/UA
Made In USA	R	Hemdale
Midnight Crossing	R	Vestron
Moving	R	Warner Bros.
The Offspring	R	The Movie Store
Paramedics	PG-13	Vestron
The Pickwick Papers	NR	20th Century-Fox
The Presidio	R	Paramount
The Retaliator	R	Hal Roach
The Serpent & The Rainbow	R	Universal
Terminal Entry	R	Taurus
The Underachievers	R	Vestron
Walker	R	Universal
Water	PG-13	Paramount

Original Programming/Specials

Martin Short Goes Hollywood
Mel Gibson's Unauthorized Video Diary

Highlights

Tales From The Crypt (new series)
Traveling Man
Willow — PG — Universal
Wimbeldon '89

Tales From The Crypt

Original Programming/Specials

Fireworks: Taylor Hackford

Highlights

Bagdad Cafe	PG	Island
Rambo III	R	Carolco
Storms Monday	R	Atlantic
Willow	PG	Universal

Rambo III

Showtime

New Movies

TITLE	MPAA RATING	DISTRIBUTOR
American Dreamer	PG	CBS
Backfire	R	ITC
Campus Man	PG	Paramount
Critters II	PG-13	Universal
Dancers	PG-13	Cannon
Death Wish IV: The Crackdown	R	Cannon
Eat The Peach	NR	Skouras
The Elm-Chanted Forest	NR	Video Media
Hot Shot	PG	IRM
I Own The Racecourse	NR	Miramax
In Dangerous Company	R	MCEG
License To Drive	PG-13	20th Century-Fox
Malone	R	Orion
Rousters	NR	Columbia
Satisfaction	PG-13	20th Century-Fox
The Sicilian	R	20th Century-Fox
Walker	R	Universal

Original Programming/Specials

New Orleans Jazz & Heritage Festival
Showtime Coast To Coast
Super Dave (new episodes)

Highlights

The Glass Menagerie	PG	Cineplex Odeon
Rambo III	R	Carolco
Steven Banks' Home Entertainment Center		
Willow	PG	Universal

Steven Banks' Home Entertainment Center

The Movie Channel

New Movies

TITLE	MPAA RATING	DISTRIBUTOR
A Great Wall	PG	Orion
American Gothic	R	Castle Hill
Call Me	R	Vestron
The Constant Husband	NR	Viacom
Extremeties	R	Paramount
Granview U.S.A.	R	CBS
Hairspray	PG	Universal
Hinter's Blood	R	Concorde
Joy Of Flying	R	K-Pax
Lady Jane	PG-13	Paramount
Leader Of The Band	PG-13	Carolco
License To Drive	PG-13	20th Century-Fox
Lonely Hearts	R	Sam Goldwyn
Phantasm II	R	Universal
Sounds Of Reno	R	Castle Hill
Three For The Road	PG	Carolco

Satellite Lineup

Satcom III-R (GE Americom)

	Transponder
BET	20
Cable Radio Network	4
Cinemax (West)	23
CNBC	6
ESPN (Blackout)	7
The Fashion Channel	1
Financial News Network	11
Genesis Storytime	3
HBO (East)	13
Home Shopping Network	22
The Learning Channel	2
Lifetime	17
Network 1 USOA	23
QVC Network	8
Request TV	4,19
Shop Television Network	5
Tempo Sound	6
The Travel Channel	16
Trinity Broadcasting Network	3
Turner Network Television	18
USA Network (West)	10
Vision Interfaith Satellite Network	9

Satcom IV (GE Americom)

	Transponder
Alternate View Network	10
Family Guide Network	24
Family Net	7
The Fashion Channel	14
Home Shopping Network 2	1
Home Sports Entertainment	11
Home Team Sports	22
Madison Square Garden Network	6
Movietime	17
New England Sports Network	13
Nickelodeon (West)	4
Nostalgia Channel	21
The Playboy Channel	24
Playboy On Demand	24
Prevue Guide	8
Prime Ticket	20
The Silent Network	23
SportsChannel America	2,10
SportsChannel Chicago	9
SportsChannel New England	23

Satcom II-R (GE Americom)

	Transponder
WABC	4
WCBS	2
WNBC	12

Satcom I-R (GE Americom)

	Transponder
Digital Cable Radio	15
Home Sports Entertainment	10
KKGO	16
KTLA	16
Netlink USA	2,4,6,12,14,20
Prime Ticket Network	7
Sunshine Network	11
WSKB	2

Westar III (Hughes)

	Transponder
CNN	5

Westar IV (Hughes)

	Transponder
Cable News Network (CNN)	16
International Television Network	10
Telemundo	9

Westar V (Hughes)

	Transponder
Moody Broadcasting Network	7D
Pro-Am Sports System (PASS)	8
Zephyr Weather Information Service	7D

Telstar 303 (AT&T)

	Transponder
American Exxxtasy	19

Galaxy I (Hughes)

	Transponder
AEI StarTracks Vocal Hits	3
AEI Lifestyle Instrumental	3
Arts & Entertainment Network	12
CBN Cable Network	11
Cinemax (East)	19
CNN	7
Country Music Television	13
The Discovery Channel	22
The Disney Channel (East)	4
(West)	24
Electra	18
ESPN	9
Galavision/Eco	20
HBO (West)	1
Headline News	8
The Inspirational Network	17
The Movie Channel (East)	10
(West)	14
The Nashville Network	2
Prevue Guide	3
Showtime (East)	5
Showtime (West)	16
Superstation TBS	18
Univision	6
USA Network (East, Central)	21
WGN/EPG	3
WWOR	15

Galaxy III (Hughes)

	Transponder
ACTS Satellite Network	7
Cable Value Network	9
Cable Video Store	5
C-SPAN	24V
C-SPAN II	14V
Eternal Word Television Network	10
Galactic Radio	11
Lifetime	20
The Meadows Racing Network	17
Mind Extension University	11
MTV	17
MTV (West Coast)	18
Nick At Nite	19
Nickelodeon	19
NuStar	12
Video Hits One (VH1)	15
Viewer's Choice	21,16
The Weather Channel	13

Spacenet I (GTE)

	Transponder
RFD TV	23

Spacenet II (GTE)

	Transponder
Channel America	3
Graff Pay-Per-View/Rendezvous	2

Spacenet III (GTE)

	Transponder
KTLA	8
WPIX	5
WSBK	3

Note: A company name in parentheses following a service or network designates the transponder owner. Source: International Thomson Communications Inc.

Top 100 MSO's

Rank	Multiple system operator	Basic subs				
1	Tele-Communications Inc.	6,206,000	(4/89)	53.	U.S. Cable Corp	154,300 (3/89)
2	American Television & Communications Corp	4,100,000	(4/89)	54.	Armstrong Utilities	151,800 (3/89)
3	Continental Cablevision	2,404,000	(5/89)	55.	King Videocable	141,158 (1/89)
4	Warner Cable Communications	1,547,000	(4/89)	56.	Triax Communications	141,000 (6/88)
5	Storer Cable Communications	1,530,700	(1/89)	57.	Northland Communications	137,148 (4/89)
6	Cox Cable Communications	1,501,500	(4/89)	58.	Summit Communications	136,600 (3/89)
7	Comcast	1,463,000	(5/89)	59.	Cable Systems USA	136,500 (4/89)
8	Cablevision Systems	1,363,612	(5/89)	60.	Bresnan Communications	127,351 (1/89)
9	US Cablesystems	1,339,729	(10/88)	61.	Booth Communications	119,000 (1/89)
10	United Cable	1,303,000	(5/89)	62.	Sonic Communications	118,000 (12/88)
(12) 11	Jones Intercable/Spacelink	1,188,298	(5/89)	63.	McDonald Group	115,200 (4/89)
(11) 12	Newhouse Broadcasting	1,147,000	(5/89)	64.	Susquehanna Broadcasting	113,200 (2/89)
13	Heritage Communications	1,100,000	(4/89)	65.	United Video Management	106,000 (3/89)
14	Times Mirror Cable TV	997,156	(1/89)	66.	Midcontinent Cable Systems Co.	102,672 (8/88)
15	Viacom Cable	955,000	(4/89)	67.	Pencor Services	100,400 (2/89)
16	Cablevision Industries	929,000	(4/89)	68.	First Carolina Communications	99,500 (3/89)
17	Summons Communications	853,900	(4/89)	69.	WEHCO Video	93,900 (4/89)
18	Century Communications	800,000	(4/89)	70.	Omega Communications	90,500 (3/88)
19	Cooke Cablevision	730,800	(5/89)	(72) 71.	Coaxial Communications	80,000 (5/89)
20	Adelphia Communications	721,700	(5/89)	(71) 72.	Selkirk Communications	77,500 (3/89)
21	Paragon Communications	703,000	(1/89)	73.	Gilbert Media	72,000 (12/88)
22	Falcon Cable TV	632,500	(3/89)	74.	James Cable Partners	70,000 (4/89)
23	Centel Cable	598,546	(5/89)	75.	Douglas Communications	64,100 (3/89)
24	Telecable	580,000	(5/89)	76.	garden Cablevision	62,700 (3/89)
25	KBLCOM	558,100	(4/89)	77.	Cardinal Comunications	58,900 (12/88)
26	WestMarc Communications	561,878	(4/89)	78.	C-TEC Cable Systems	58,000 (4/89)
27	Scripps-Howard	531,000	(3/89)	79.	Prestige Cable TV Inc.	57,500 (3/89)
28	Multivision Cable TV	482,000	(4/89)	80.	Hearst Communications Of California	57,410 (12/88)
29	Tele-Media	465,292	(4/89)	81.	State Cable TV	54,500 (12/88)
30	Prime Cable	455,123	(12/88)	82.	Joseph Gans Cable TV	54,000 (12/88)
31	Post-Newsweek Cable	403,000	(4/89)	83.	Pagnotti Inc.	52,590 (12/88)
32	Lenfest Group	358,524	(3/89)	84.	Telesat Cablevision Inc.	52,590 (12/88)
33	TCA Group	349,300	(4/89)	85.	Buchow & Elkin Communications	51,700 (1/89)
34	Maclean Hunter Cable TV	331,599	(12/88)	86.	Galaxy Cablevision	51,700 (3/89)
35	Rifkin & Associates	324,000	(4/89)	87.	Leonard Communications	51,700 (12/88)
(37) 36	Multimedia Cablevision	321,300	(4/89)	88.	Helicon Corp.	50,000 (4/88)
(36) 37	Colony Communications	312,900	(4/89)	89.	New England CableVision	49,000 (4/89)
38	TKR Cable	268,195	(12/88)	90.	Rock Associates	47,500 (3/89)
39	Western Communications	266,700	(4/89)	91.	Donrey Media Group	47,500 (3/89)
40	Star Cablevision Group	254,000	(1/89)	92.	CableSouth Inc.	42,100 (2/89)
41	Cencom Cable	255,933	(5/89)	93.	CableAmerica	42,000 (2/89)
42	Summons Communications	246,690	(1/89)	94.	Cable Holdings Inc.	41,800 (3/89)
(44) 43	Hauser Communications	232,000	(5/89)	95.	Eastern Connecticut Cable TV	41,444 (9/88)
(43) 44	Communications Service Inc.	228,526	(12/88)	96.	Fanch Communications	41,000 (11/88)
45	Service Electric Cable TV Inc.	211,500	(4/89)	97.	Acton Corp.	40,400 (3/89)
46	Greater Media	188,700	(3/89)	98.	Star Cable Associates	40,000 (12/88)
47	Harron Communications	177,700	(3/89)	99.	Fairbanks Communications	36,400 (3/89)
48	Columbia International	174,000	(4/89)	100.	ParCable	36,142 (5/89)
49	Media General	173,700	(5/89)			
(51) 50	Sutton Capital	163,700	(2/89)			
(50) 51	Palmer Communications	163,408	(3/89)			
52	Insight Communications	157,700	(4/89)			

( ) **Rank last listing**

Subscriber counts are provided by MSOs and systems to Cable Vision. *Figures will be updated quarterly unless information is provided by MSOs or systems. Send updates to Cable Stats, 432 Park Avenue So., Suite 1616, New York, NY 10016.*

Top 100 Systems

Rank	Location	Operator	Basic subs				
1.	Long Island, NY	Cablevision Systems	460,897	(5/89)	50.	Jefferson Parish/Kenner, LA	Cox Cable	101,919 (3/88)
2.	San Diego, CA	Cox Cable	301,765	(4/89)	51.	Boston/Brookline, MA	Cablevision Systems	101,521 (5/89)
3.	Orlando/Melbourne, FL	ATC	298,000	(2/89)	52.	Pinellas County, FL	Newhouse	100,614 (6/88)
4.	Manhattan, NY	ATC	225,000	(12/88)	53.	Hillsborough/Tampa, FL	Paragon	100,281 (2/89)
5.	San Antonio, TX	KBLCOM	221,894	(12/87)	54.	Brooklyn/Queens, NY	Warner	100,000 (1/89)
6.	East Orange, NJ	Maclean Hunter	203,117	(5/88)	55.	Tacoma, WA	Viacom	99,000 (6/88)
7.	Puget Sound, WA	Viacom	203,000	(6/88)	56.	Chicago, IL	Group W	98,700 (5/89)
8.	Phoenix, AZ	Times Mirror	200,910	(10/88)	57.	Richmond, VA	Continental	97,935 (1/89)
9.	Houston, TX	Warner	196,800	(1/89)	58.	Indianapolis, IN	Comcast	97,790 (6/88)
10.	Honolulu, HI	ATC	194,000	(3/88)	59.	Tucson, AZ	Cooke	96,976 (4/89)
11.	Chicago (suburbs), IL	Continental	177,206	(2/89)	60.	Naples, FL	Palmer	96,738 (5/89)
12.	Hartford/Plainville/Vernon, CT	United	172,289	(5/88)	61.	Pittsburgh	TCI	96,712 (1/89)
13.	Wayne, NJ	UA Cablesystems	172,008	(4/89)	62.	Escondido, CA	Times Mirror	96,519 (4/88)
14.	Cleveland Suburbs, OH	Cablevision Systems	165,394	(5/89)	63.	Jackson, MS	ATC	96,000 (12/88)
15.	Louisville/Jeff. Co., KY	Storer Communications	163,722	(5/88)	64.	St. Petersburg, FL	Paragon	95,412 (2/89)
16.	Cincinnati, OH	Warner	163,552	(1/89)	65.	Dade/Broward County, FL	Storer	94,577 (5/88)
17.	Rochester, NY	ATC	163,000	(10/88)	66.	Worcester Complex, MA	Greater Media	92,148 (12/88)
18.	Cherry Hills, NJ	NYT	162,000	(1/89)	67.	Greensboro, NC	ATC	91,000 (12/88)
19.	Denver (suburbs), CO	United	161,002	(5/88)	68.	Nashville, TN	Viacom	90,000 (6/88)
20.	Hampton Roads, VA	Cox Cable	158,003	(3/88)	69.	Milwaukee, WI	Warner	88,126 (5/88)
21.	Tulsa, OK	United	157,412	(2/89)	70.	Wichita, KS	Multimedia	87,351 (1/89)
22.	Fairfax, VA	Media General	157,000	(11/88)	71.	Las Vegas, NV	Prime Cable	86,852 (5/88)
23.	Connecticut Complex	Cablevision Systems	155,249	(5/89)	72.	Orange County, CA	Times Mirror	86,607 (4/88)
24.	Atlanta, GA	Prime Cable	153,557	(3/88)	73.	Albuquerque, NM	Jones Intercable	83,119 (5/89)
25.	Jacksonville, FL	Continental Cablevision	153,000	(4/88)	74.	Dover/Morristown, NJ	Summons	82,871 (5/88)
26.	Chicago, IL	TCI	148,857	(4/89)	75.	Portland, OR	KBLCOM	82,567 (6/88)
27.	Kansas City, MO	ATC	147,000	(2/89)	76.	Harrisburg, PA	Summons Communications	82,334 (5/88)
28.	San Jose/Campbell, CA	Heritage	140,000	(1/89)	77.	Fresno, CA	Continental	82,103 (12/88)
29.	Memphis/W. Memphis, TN	ATC	140,000	12/88)	78.	Fayetteville, NC	ATC	82,000 (12/88)
30.	Charlotte, NC	ATC	139,000	(12/88)	79.	Orange County	KBLCOM	81,604 (1/89)
31.	Pompano, FL	Continental	136,793	(2/89)	80.	South Bend, IN	Heritage	80,776 (5/88)
32.	Baltimore County, MD	Comcast	136,096	(6/88)	81.	Oakland County, MI	United	80,564 (5/88)
33.	Manhattan, NY	Paragon	136,000	(4/88)	82.	New Orleans, LA	Cox Cable	80,348 (3/88)
34.	St. Louis, MO	Cencom	134,184	(5/89)	83.	Indianapolis, IN	ATC	80,000 (12/88)
35.	Buffalo, NY	Adelphia Communications	132,801	(3/88)	84.	Independence,MO	Jones	79,897 (11/88)
36.	San D..., C...	ATC	132,000	(12/88)	85.	Baton Rouge, LA	UA Cablesystems	79,586 (4/88)
37.	Martin/Sta...y Co, FL	Centel	129,460	(3/89)	86.	Akron, OH	Warner	79,070 (5/88)
38.	San Francisco, CA	Viacom	123,000	(6/88)	87.	Columbus, OH	Warner	78,454 (5/88)
39.	Seattle, WA	TCI	120,518	(1/89)	88.	Allentown, PA	Service Electric	78,000 (12/88)
40.	Austin, TX	ATC	120,000	(12/88)	89.	St. Petersburg, FL	Paragon	78,000 (4/88)
41.	Warren, NJ	TKR	116,174	(2/89)	90.	Medford Complex	Warner	77,167 (5/88)
42.	Toledo, OH	Blade Communications	108,861	(5/88)		Boston Suburbs, MA	Heritage	77,160 (5/88)
43.	Chicago Suburbs, IL	Centel	109,576	(5/89)	91.	South Texas, TX	WestMarc	74,268 (5/89)
44.	Dallas, TX	Heritage	107,680	(5/88)	92.	Pleasant Hill, CA	Times Mirror	73,605 (5/88)
45.	San Juan, PR	Multivision Cable	106,450	(12/88)	93.	Providence/Warwick, RI	Cox Cable	73,361 (3/88)
46.	Southeast Michigan	Comcast	104,803	(6/88)	94.	Omaha, NE	Comcast	72,923 (6/88)
47.	Raleigh/Durham, NC	ATC	104,000	(12/88)	95.	Flint, MI	Storer	72,681 (5/88)
48.	Grand Rapids, MI	UA Cablesystems	103,661	(6/88)	96.	Little Rock, AR	Adelphia,	72,355 (3/88)
49.	Wilmington, DE	Heritage	103,255	(5/88)	97.	Ocean County, NJ	CV Industries	72,164 (2/89)
					98.	W. San Fernando Va, CA	Heritage	71,625 (5/88)
					99.	Lincoln, RI	Century	71,000 (2/89)
					100.	Santa Monica, CA		